



WKMG

ORDER

Print Date 08/29/12

Page 1 of 3

Flight Dates 09/04/12-09/10/12

Contract / Revision 257986 /

Original Date / Revision
08/29/12 08/29/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE
Washington, DC 20003

Product
PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1559

Alt Order # 06300663

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 16850

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$14,322.50	\$16,850.00	0.00	08/27/12	09/10/12	27	\$14,322.50	\$16,850.00
Totals	27	\$14,322.50	\$16,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/07/12	09/07/12	11-12p Price Is Right	CM	11a-12p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----F--		1			\$800.00		0.00				
E 2	WKMG	09/07/12	09/07/12	1230-2p CBS Soaps	CM	12:30-2p	----1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Soaps											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----1--		1			\$800.00		0.00				
E 3	WKMG	09/07/12	09/07/12	Morn News at 6a	CM	6-7a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----1--		1			\$500.00		0.00				
E 4	WKMG	09/10/12	09/10/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 08/29/12

Page 2 of 3

Contract / Revision

257986

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1559

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	09/10/12	09/10/12	M-F David Letterman David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----		1				\$700.00		0.00			
E 5	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----		1				\$700.00		0.00			
E 6	WKMG	09/10/12	09/10/12	3-4p Nate/Doctors 9/10 The Doctors	CM	3-4p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----		1				\$350.00		0.00			
E 7	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----		1				\$1,000.00		0.00			
E 8	WKMG	09/08/12	09/08/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1-		1				\$500.00		0.00			
E 9	WKMG	09/08/12	09/08/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1-		1				\$550.00		0.00			
E 10	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1-		1				\$400.00		0.00			
E 11	WKMG	09/09/12	09/09/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1		1				\$500.00		0.00			
E 12	WKMG	09/09/12	09/09/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1		1				\$200.00		0.00			
E 13	WKMG	09/09/12	09/09/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1		1				\$650.00		0.00			
E 14	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1		1				\$1,300.00		0.00			
E 15	WKMG	09/06/12	09/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$700.00		0.00			
E 16	WKMG	09/06/12	09/06/12	4-430p Extra Extra	CM	4-430p	---1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$450.00		0.00			

Totals	27	\$16,850.00
--------	----	-------------



WKMG

ORDER

Print Date 08/24/12

Page 1 of 2

Flight Dates 08/28/12-09/03/12

Contract / Revision 257668 /

Original Date / Revision
08/24/12 08/24/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE
Washington, DC 20003

Product
PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1522

Alt Order # 06297536

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue, PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 7700

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	4	\$6,545.00	\$7,700.00	0.00	08/27/12	09/03/12	4	\$6,545.00	\$7,700.00
Totals	4	\$6,545.00	\$7,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	09/03/12	09/03/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	1-----					1	\$1,800.00		0.00			
2	WKMG	09/01/12	09/01/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----1-					1	\$1,100.00		0.00			
3	WKMG	09/02/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	1:00	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----1					1	\$3,000.00		0.00			
4	WKMG	08/29/12	08/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/24/12

Page 2 of 2

Contract / Revision

257668

Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/24/12/ 08/24/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1522**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
4	WKMG	08/29/12	08/29/12	11-12p Price Is Right	CM	11a-12p	--1----	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00	
				Price Is Right												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 08/27/12		08/27/12	09/02/12	--1----	1		\$1,800.00		0.00							
														Totals	4	\$7,700.00



WKMG

ORDER

Print Date 08/20/12 Page 1 of 2

Flight Dates 08/21/12-08/27/12

Contract / Revision 257267 /

Original Date / Revision
08/20/12 08/20/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE
Washington, DC 20003

Product
PRIORITIES USA ACT

Agency Com 15%

Billing Contact
1322 G. Street, SE
Washington, DC 20003

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # 1521

Alt Order # 06288263

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue, PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 15300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	8	\$11,475.00	\$13,500.00	0.00	07/30/12	08/26/12	8	\$11,475.00	\$13,500.00
September 2012	1	\$1,530.00	\$1,800.00	0.00	08/27/12	08/27/12	1	\$1,530.00	\$1,800.00
Totals	9	\$13,005.00	\$15,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	08/24/12	08/24/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----1--		1				\$1,800.00		0.00			
2	WKMG	08/27/12	08/27/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	1:00	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	1-----		1				\$1,800.00		0.00			
3	WKMG	08/25/12	08/25/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----1-		1				\$1,100.00		0.00			
4	WKMG	08/25/12	08/25/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00

[illegible]



WKMG

ORDER

Print Date 08/13/12 Page 1 of 2

Flight Dates 08/14/12-08/20/12

Contract / Revision 256694 /
Original Date / Revision 08/13/12 08/13/12
Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media
Buying Contact
1322 G. Street, SE
Washington, DC 20003

Product PRIORITIES USA ACT
Agency Com 15%
Billing Contact
1322 G. Street, SE
Washington, DC 20003
Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 1520
Alt Order # 06274524
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue, PL-Non-Ballot-Relate
Priority P-3
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 13500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	9	\$11,475.00	\$13,500.00	0.00	07/30/12	08/20/12	9	\$11,475.00	\$13,500.00
Totals	9	\$11,475.00	\$13,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	08/17/12	08/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--					1	\$1,600.00		0.00			
2	WKMG	08/20/12	08/20/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	1-----					1	\$1,600.00		0.00			
3	WKMG	08/18/12	08/18/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-					1	\$1,100.00		0.00			
4	WKMG	08/18/12	08/18/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
4	WKMG	08/18/12	08/18/12	7-9a CBS This Morn Sa	CM	7-9a	-----1-	1:00	1	\$800.00	P-3	0.00 NM	1	\$800.00	
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----1-			1		\$800.00		0.00				
5	WKMG	08/19/12	08/19/12	CBS Sunday Morning	CM	9-1030a	-----1	1:00	1	\$2,600.00	P-3	0.00 NM	1	\$2,600.00	
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----1			1		\$2,600.00		0.00				
6	WKMG	08/14/12	08/14/12	2-3p The Talk	CM	2-3p	-1-----	1:00	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00	
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-1-----			1		\$1,200.00		0.00				
7	WKMG	08/14/12	08/14/12	News at 6p	CM	6-630p	-1-----	1:00	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00	
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-1-----			1		\$2,000.00		0.00				
8	WKMG	08/15/12	08/15/12	11-12p Price Is Right	CM	11a-12p	--1----	1:00	1	\$1,600.00	P-3	0.00 NM	1	\$1,600.00	
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--1----			1		\$1,600.00		0.00				
9	WKMG	08/15/12	08/15/12	CBS This Morning	CM	7-9a	--1----	1:00	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00	
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--1----			1		\$1,000.00		0.00				
Totals													9	\$13,500.00	



WKMG

ORDER

Flight Dates 08/07/12-08/13/12

Contract / Revision 255834 /

Original Date / Revision
08/03/12 08/07/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE
Washington, DC 20003

Product

PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1519

Alt Order # 06262907

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue,

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 13550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	21	\$11,517.50	\$13,550.00	0.00	07/30/12	08/13/12	21	\$11,517.50	\$13,550.00
Totals	21	\$11,517.50	\$13,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/10/12	08/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----1--		1				\$800.00		0.00			
E 2	WKMG	08/10/12	08/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----1--		1				\$700.00		0.00			
E 3	WKMG	08/13/12	08/13/12	M-F Late Late Show Late Late Show	CM	109-210a	1-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----		1				\$250.00		0.00			
E 4	WKMG	08/13/12	08/13/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/08/12

Page 2 of 3

Contract / Revision

255834

Flight Dates 08/07/12-08/13/12

Hiatus Dates

Original Date / Revision 08/03/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1519

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/13/12	08/13/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$800.00		0.00			
E 5	WKMG	08/13/12	08/13/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$800.00		0.00			
E 6	WKMG	08/13/12	08/13/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$700.00		0.00			
E 7	WKMG	08/11/12	08/11/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$500.00		0.00			
E 8	WKMG	08/11/12	08/11/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$550.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WKMG	08/06/12-08/12/12	Sat 6p News	6-630p	-----Sa--	:30		(\$550.00)		0.00	NM		
		See MG 8.2													
		2	WKMG	08/11/12-08/11/12	Sat 7p News	Sat 7-8p	-----Sa--	:30		\$550.00		0.00	NM		
		Ⓜ MG for 8.1 08/11													
E 9	WKMG	08/11/12	08/11/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$400.00		0.00			
E 10	WKMG	08/12/12	08/12/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1					1	\$500.00		0.00			
E 11	WKMG	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1					1	\$1,300.00		0.00			
E 12	WKMG	08/09/12	08/09/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---1---					1	\$600.00		0.00			
E 13	WKMG	08/09/12	08/09/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---1---					1	\$500.00		0.00			
E 14	WKMG	08/07/12	08/07/12	M-F Late Late Show Late Late Show	CM	109-210a	-1-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-----					1	\$250.00		0.00			
E 15	WKMG	08/07/12	08/07/12	2-3p The Talk The Talk	CM	2-3p	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00



WKMG

Print Date: 08/08/12

Page 3 of 3

Contract / Revision

255834

Flight Dates 08/07/12-08/13/12

Hiatus Dates

Original Date / Revision 08/03/12/ 08/07/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1519

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKMG	08/07/12	08/07/12	2-3p The Talk The Talk	CM	2-3p	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-----					1	\$600.00		0.00			
E 16	WKMG	08/07/12	08/07/12	News at 5p News at 5p	CM	5-530p	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-----					1	\$800.00		0.00			
E 17	WKMG	08/07/12	08/07/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-----					1	\$1,000.00		0.00			
E 18	WKMG	08/07/12	08/07/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-----					1	\$500.00		0.00			
E 19	WKMG	08/08/12	08/08/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--1----					1	\$800.00		0.00			
E 20	WKMG	08/08/12	08/08/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--1----					1	\$700.00		0.00			
E 21	WKMG	08/08/12	08/08/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--1----					1	\$500.00		0.00			
Totals														21	\$13,550.00